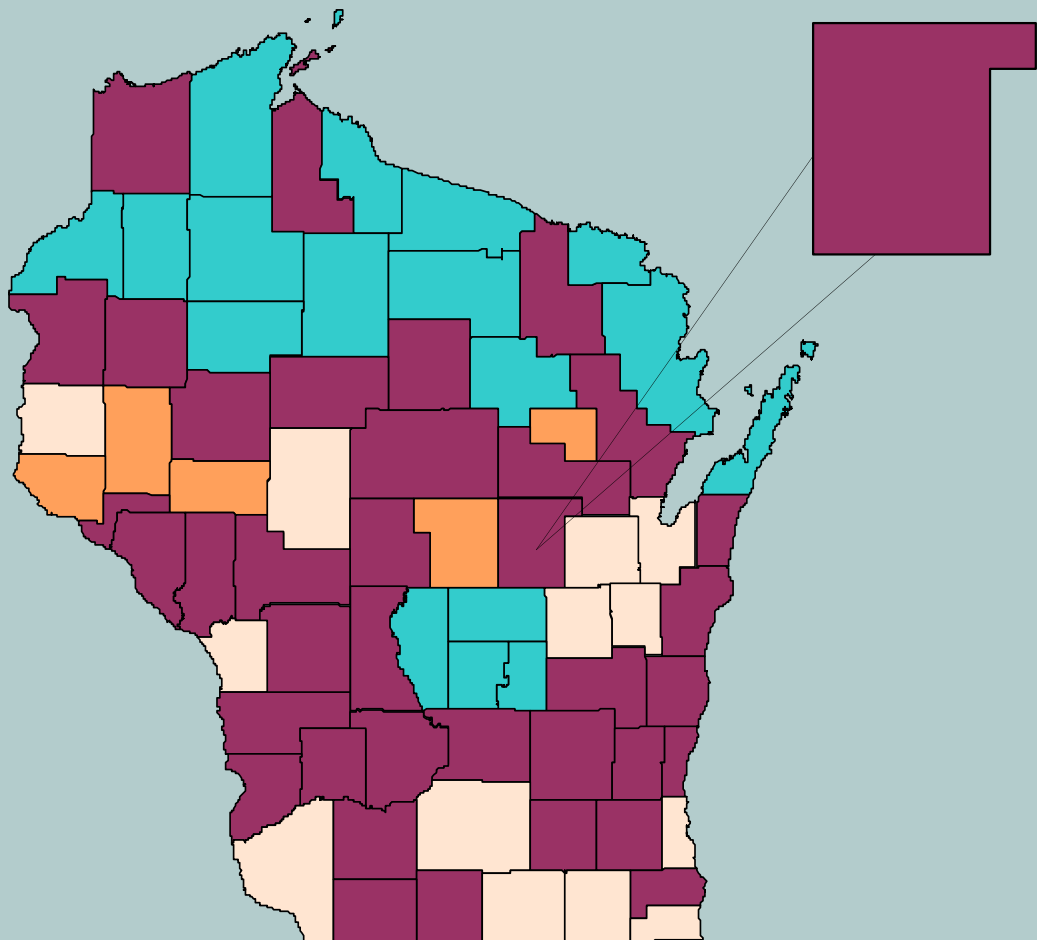


# Waupaca County Workforce Profile

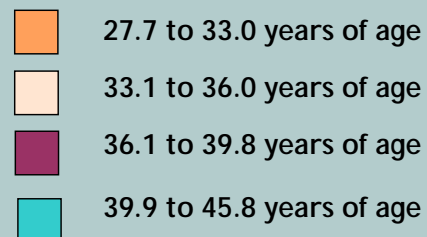
Median Age by County, 2000



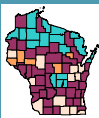
Your complete  
guide to the  
state of the  
labor force of  
today and a  
glimpse into  
the economy of  
tomorrow.



State of Wisconsin  
Department of Workforce Development  
October 2002



Source: Census 2000 of the United States



## County Population

The population of Waupaca County grew at a rate of 0.6% in 2001. This nearly growth rate was only slightly less than both the state and national growth rate of 0.7%. The addition of over 300 residents to the county continues a trend of growth observed in the county over the course of the past decade. Between 1990 and 2000, the population of Waupaca County increased by 9.2%. This again surpassed both the state and national growth rates of 8.5% and 8.7%, respectively. This growth suggests that Waupaca County continues to be a destination for new residents who seek to take advantage of the numerous natural amenities of the county as well as the convenient availability of the significant opportunities for employment available in Winnebago and Outagamie Counties, which lie just down Highways 10 and 45 from Waupaca County. This premise is proven by the fact that the entirety of the population growth in the county in 2001 was a result of migration into the county, which accounted for 372 new residents, as the balance between new births and deaths in the county actually decreased the population by 51 residents.

While the county's population, as a whole, increased over the past year, the populations of the municipali-

ties of the county, by and large, did not grow at as significant a rate. This is quite understandable given the modest increase of around 300 residents across the entire county. However, a different story was told over the past decade, as the largest municipalities also experienced significant growth. Between 1990 and 2000, municipal growth in the county was led by the Town of Dayton, which saw its population increase by 19.2%. In terms of absolute growth, the Town of Farmington welcomed the most new residents, increasing its population by 556 residents. This growth trend continued as the township grew by 0.7%.

When examining growth patterns within an area, population growth is sometimes misleading. Therefore, another measure used to determine growth is the change in the area's housing stock. Between 1990 and 2000, 4,054 new homes were constructed in Waupaca County, accounting for 18% of the county's housing stock. However, due to replacement within the housing stock, this is not an accurate measure of housing growth in the county. A more accurate measure can be found by looking at the absolute change between 1990 and 2000. Using

(Continued on page 2)

### Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Waupaca County	51,731	52,052	0.6%

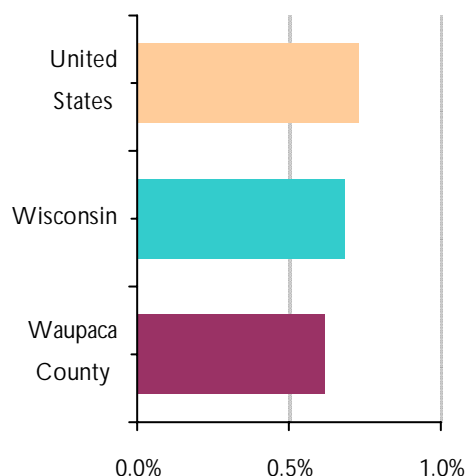
### Ten Largest Municipalities

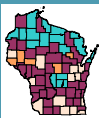
Waupaca, City	5,676	5,674	0.0%
New London, City *	5,618	5,625	0.1%
Clintonville, City	4,736	4,742	0.1%
Farmington, Town	4,148	4,179	0.7%
Mukwa, Town	2,773	2,785	0.4%
Dayton, Town	2,734	2,751	0.6%
Weyauwega, City	1,806	1,791	-0.8%
Lebanon, Town	1,648	1,660	0.7%
Royalton, Town	1,523	1,531	0.5%
Caledonia, Town	1,466	1,476	0.7%

\* Waupaca portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

### Population Growth 2000-2001



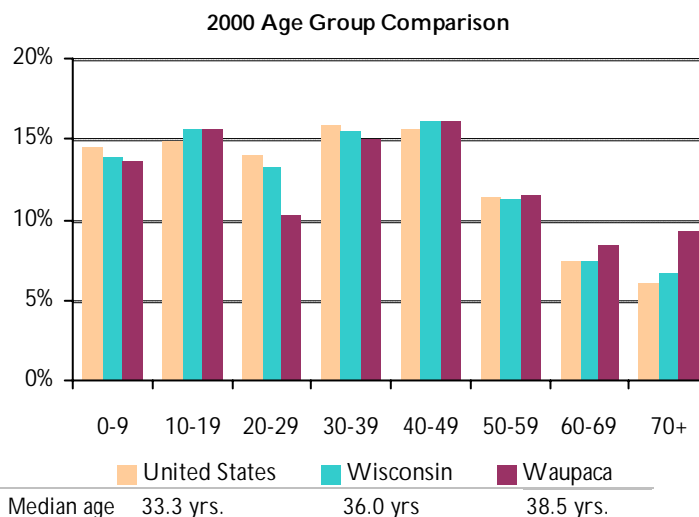


## State of Wisconsin - Waupaca County

this method, a total of 2,367 uniquely new units were added, for a growth rate of 11.8%.

As stated both in the analysis of the county's population growth, and again implied in the growth in the county's housing stock, migration is a vital component of the growth of the Waupaca County population and labor force. An additional means to analyze the importance of migration in the county is given by Census 2000 as data was collected with regards to changes in residence between 1995 and 2000. In Waupaca County, 38.3% of the population reported living at a different residence in 2000 than in 1995. Of this group, 16.7%, or 6,267 reported living elsewhere in Wisconsin, while 1,854, or 3.8% of the population reported living somewhere else in the country. The remainder moved within the county.

Another aspect of the Waupaca County population that provides some insight into future trends within the population and labor force is the distribution of the county's population by age. This distribution is illustrated in the chart to the right. The median age of Waupaca County's population in 2000 was 38.5

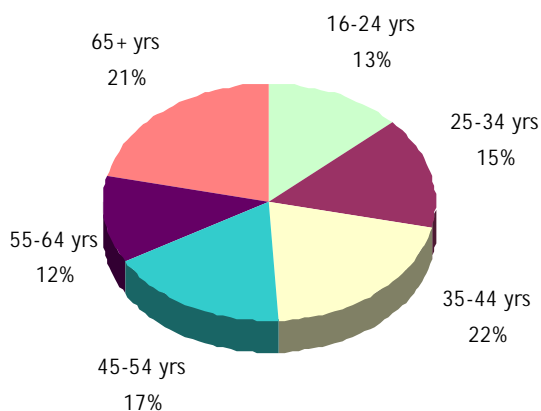


Source: US Department of Commerce, Census Bureau, *Census 2000*

years, which is significantly higher than either the state or national median ages. A cursory glance at the distribution provides some insight into the reason for this relatively high median age. Those aged sixty and over make up a much greater share of the Waupaca County population than in either the state or nationally. Conversely, those particularly in the 20-29 age cohort make up a much smaller percentage of the population than their peers do in Wisconsin and nationally.

## County Civilian Labor Force

**Waupaca County Labor Force Age Groups**



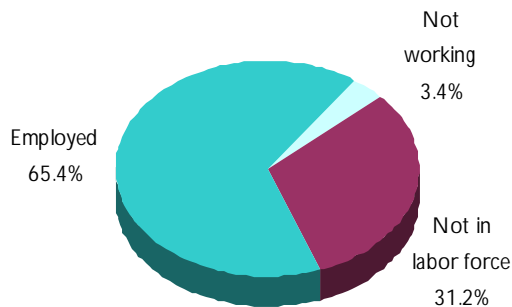
Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The impact of the age distribution of the population on the labor force provides a natural transition between a discussion of the general population and a focus on the county's labor force eligible population, whose age distribution is represented in the chart at left. The most obvious conclusion to be drawn from this distribution is that a plurality (50%) of the labor force eligible population is aged 45 and older. The implication of this even share between younger and mature workers, on the face of things presents a picture of equilibrium over the next twenty years as the number of people who have either already left the labor force or will retire is equal to those entering the mature years of their working lives. However, this is complicated by the small share of youth aged under 16 in the county, fueling fears of a future labor shortage.



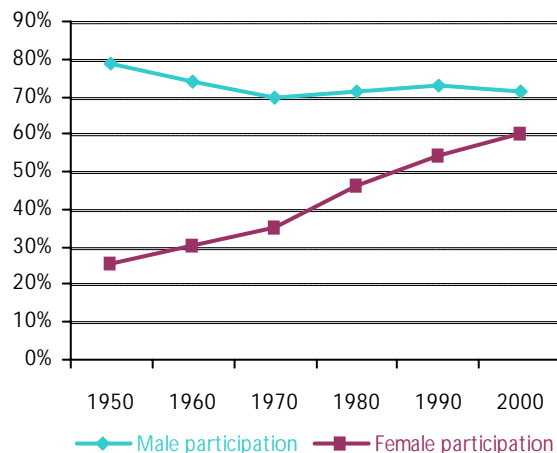
## State of Wisconsin - Waupaca County

### 2001 Labor Force Participation



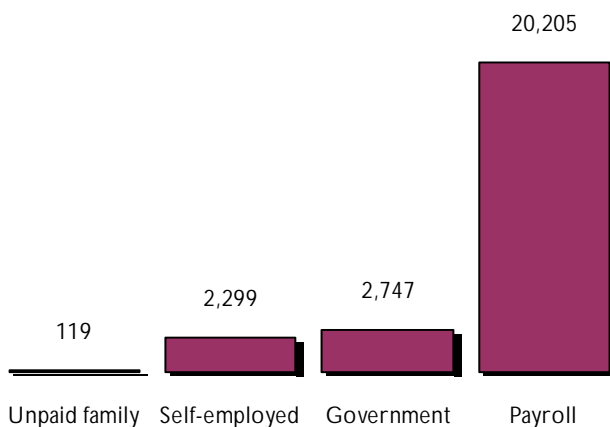
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

### Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

### Type of Employment



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The labor force is the sum of those employed and unemployed *that have actively sought work in the last month*. **Labor Force eligible must be 16 years or older and not a member of an institutional population** such as a prison or an armed forces member living on a military base. The term "unemployed" does not necessarily include all people who are not working. For example, those who are retired or choose not to work are not considered unemployed. The phrase "Not Working" in the graph below assumes unemployed for the purposes of this profile.

In 2001, the labor force participation rate for Waupaca County was 68.8%. This rate represents an increase of a half percent over 2000. In comparison, the Waupaca County labor force participation rate is significantly lower than the state rate of 73.5%, which itself represents a 0.7% increase over 2000. Conversely, participation in the Waupaca County labor force is higher than the national average of 66.9%, as the national labor force participation rate actually decreased by 0.3% since 2000. Much of the reasoning behind the disparity between the Waupaca County and state rate is found in the statement above that the labor force is defined as the portion of the population aged 16 and older. As the county has a much higher percentage of the population aged 60 and older and that these people are much less likely to participate in the labor force due to retirement, the "not in the labor force" component of the total labor force is greater in Waupaca County, thus deflating the labor force participation rate despite a relatively small percentage of the labor force that is not working.

Another facet of the labor force participation rate that was made available through the release of data from the 2000 census over the past year is a better picture of the changes in the labor force participation rate among men and women. Using data from the past five decennial censuses, extending back to 1950, the divergent growth patterns between male and female labor force participation rates are illustrated in the trend analysis above. The male labor force participation rate fluctuated slightly between 1950 and 1990, owing primarily to the decline of agriculture in the area. However, over the course of the past decade, the male labor force participation rate has declined significantly, to approximately 70%.

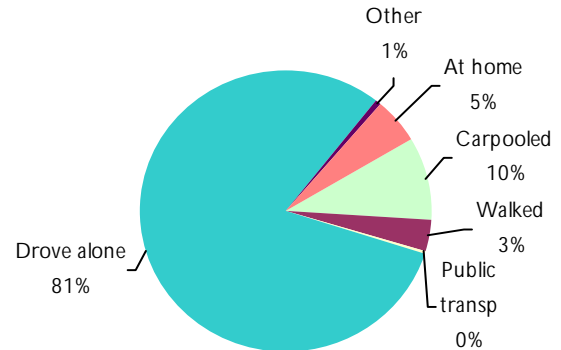


## State of Wisconsin - Waupaca County

Conversely, the female labor force participation rate has grown exponentially over the course of the past fifty years. While the numerous social factors driving more women into the workplace have been widely discussed in a number of media, the significant increase over the past decade is more of a factor of the changing county economy. As will be seen in the examination of changes in industry employment, growth in service-related industries and other "white collar" occupations has surpassed growth in more traditional sectors, particularly in manufacturing, which have historically been male-dominated. This unequal growth has been coupled with the fact that employment growth in the county has not occurred as rapidly as growth in the labor force. As employment opportunities have become limited, new competition between male and female jobseekers has resulted in the "crowding out" of a number of male workers, thus further decreasing the male participation rate.

Another result of the gap between employment growth and labor force growth over the past decade has been an increase in commuting within the county's workforce, either within the county or to

County Travel-to-Work Patterns

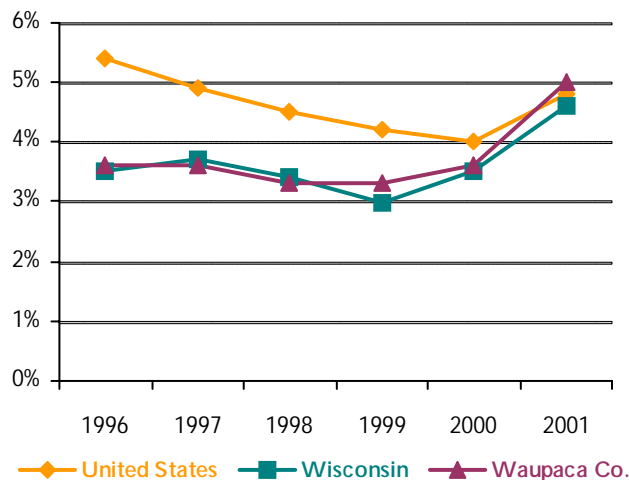


Source: US Dept. of Commerce, Census Bureau, *Census 2000*

take advantage of a diverse range of career opportunities within the Fox Cities area, particularly in Outagamie and Winnebago Counties. While specific commuting pattern data will not be updated until later this year, a comparison between the employed labor force in the county and the number of workers employed by county firms leads to an estimate of nearly 4,000 workers that commute to workplaces outside of Waupaca County. Because of an extensive and recently-reconstructed highway system, the majority of workers (91%) rely on automobile transportation, either driving alone or carpooling to travel to work every day.

Moving briefly from a discussion of the employed labor force to the unemployed labor force, the trend analysis to the left illustrates the fluctuation of the county, state, and national unemployment rate over the course of the past five years. Between 1996 and 2001, a few interesting trends are apparent. First, while the national unemployment rate declined significantly between 1996 and 2000, both the county and state rate fluctuated at levels well below the national average. However, over the course of 2001, the Waupaca County unemployment rate increased to surpass both the state and national rate. The causes of this increase are many.

Unemployment Rate Comparison



Waupaca County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	26,400	27,000	26,700	25,600	26,200	26,700
Employed	25,400	26,000	25,800	24,800	25,300	25,400
Unemployed	950	980	870	840	950	1,320
Unemployment Rate	3.6%	3.6%	3.3%	3.3%	3.6%	5.0%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002



## County Industry Employment

	Nonfarm Wage and Salary Employment						Percent change	
	1996	1997	1998	1999	2000	2001	1 year	5 year
<b>Total</b>	19,631	20,465	20,801	20,928	21,475	21,414	-0.3%	9.1%
<b>Goods Producing</b>	6,381	6,721	6,891	7,124	7,320	7,035	-3.9%	10.3%
Construction & Mining	701	751	744	863	925	863	-6.7%	23.1%
Manufacturing	5,680	5,970	6,147	6,261	6,395	6,172	-3.5%	8.7%
Durable	3,679	3,950	4,016	4,112	4,194	4,016	-4.3%	9.1%
Nondurable	2,001	2,021	2,131	2,150	2,201	2,157	-2.0%	7.8%
<b>Service Producing</b>	13,250	13,744	13,911	13,804	14,154	14,378	1.6%	8.5%
Transportation, Communications & Utilities	774	785	757	664	680	764	12.3%	-1.3%
Total Trade	4,497	4,682	4,834	5,065	4,973	4,849	-2.5%	7.8%
Wholesale	912	944	952	900	892	924	3.6%	1.3%
Retail	3,586	3,738	3,882	4,165	4,081	3,926	-3.8%	9.5%
Finance, Insurance, and Real Estate	571	585	604	605	635	632	-0.4%	10.7%
Services & Misc.	3,927	4,229	4,226	3,889	4,133	4,327	4.7%	10.2%
Total Government	3,481	3,464	3,490	3,582	3,733	3,806	1.9%	9.3%

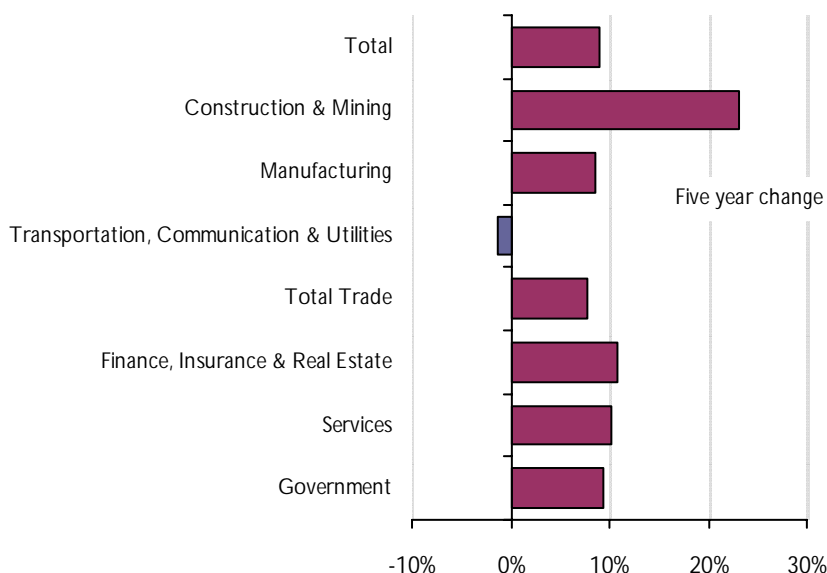
Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

When analyzing the changes in industry employment in Waupaca County over the past year, the reasons for the significant increase in the county's unemployment rate in 2001 are easy to identify. In 2001, a number of industries reported significant job losses. Among those posting the most significant losses were construction and mining, which shed

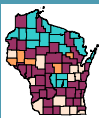
6.7% of its workforce, durable goods manufacturing, which finished the year down nearly 178 positions from the end of 2000, and retail trade, which reported a 3.8% loss. However, a number of industries also reported increases in employment, bucking the national trend of employment losses as the nation entered a period of recession. Among the most notable, the recovery of the transportation, communications, and utilities sector is perhaps the most promising, as the sector reported an annual growth rate of 12.3% in 2001 after seeing significant losses in 1998 and 1999. Also posting employment gains over the year were retail trade, service industries, and the public sector.

Despite the fluctuations of the past year, the trend in industry employment over the past five years has generally been positive, as illustrated by the chart to the left. While transportations, communications, and utilities continues to report a net decline, the signs of recovery in the industry are strong. Industry growth has been paced by construction and mining, which reported a phenomenal 23.1% growth rate over the past five years.

Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002



## State of Wisconsin - Waupaca County

### Top 10 Employers

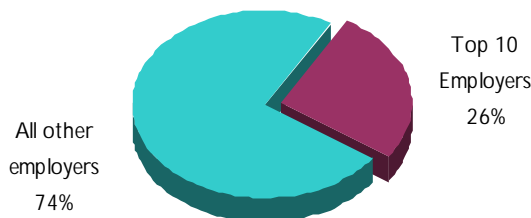
Company	Product or Service	Size
Waupaca Foundry Inc.	Iron Foundry	1,000+
Wisconsin Veteran's Home	State Retirement	500-999
County of Waupaca	County Government Services	500-999
School District of Waupaca	Public School District	250-499
Krause Publications Inc.	Printing and Publishing	250-499
School District of New London	Public School District	250-499
Sturm Foods Inc.	Food Production	250-499
Reynolds Consumer Products Inc.	Plastic Bag Manufacturing	250-499
Fwd Corp.	Truck Manufacturing	250-499
Riverside Medical Center Inc.	General Medical and Surgical Hospitals	250-499

### Top 10 Industry Groups

Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Health Services	56	2,653	207	394
Educational Services	11	1,839	45	208
Primary Metal Industries	*	*	*	*
Eating and Drinking Places	100	1,545	21	164
Printing and Publishing	15	842	20	68
Transportation Equipment	8	736	-28	61
Food Stores	25	730	-67	9
Social Services	20	651	-2	118
Paper and Allied Products	*	*	*	*
Lumber and Wood Products	11	570	70	122

\*data suppressed to maintain confidentiality

Top 10 Employers' Share of  
Nonfarm Employment



Top 10 Industry Group Share  
of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

The listing of the ten largest employers in Waupaca County shows a number of interesting patterns. First, the prevalence of public sector employers, such as the Wisconsin Veteran's Home and Waupaca County are significant not only because of their size, but also because they illustrate, at least to some degree the relatively small size of private employers in the county. The largest employer, Waupaca Foundry, as well as firms such as Sturm Foods,

Reynolds Consumer Products and FWD Corporation all illustrate the continued strength of traditional industries, particularly manufacturing in the county. Krause Publications, which publishes a number of national trade and hobby magazines remains an important source of employment and income in the county. Riverside Medical Center is the primary healthcare provider in the county. It's

(Continued on page 7)





## State of Wisconsin - Waupaca County

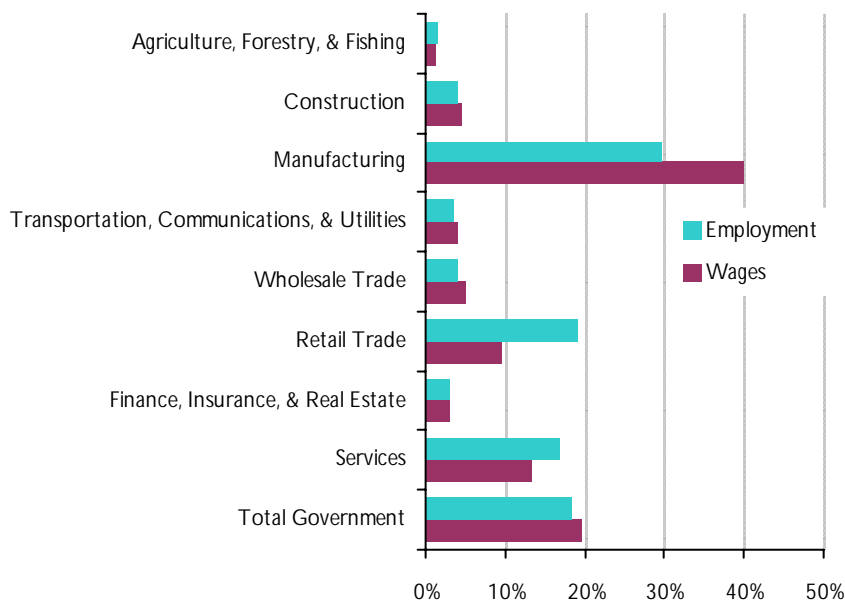
relatively small scale is understandable, in part, due to the relatively large scale of regional healthcare providers in surrounding counties.

The listing of the largest industry sectors in the county paints a somewhat different picture of the Waupaca County economy. Among the largest sectors, the distribution across industries is divided equally between traditional and non-traditional industries. The prevalence of the health services and social services industries as large sectors is not sur-

prising, particularly when considering the demographic composition of the county's population.

The dominance of the top firms and industry sectors as the primary employers in the county is somewhat striking. In 2001, roughly a quarter of the resident labor force of Waupaca County was employed by one of the ten largest firms, and 55% of the workforce found employment among the ten largest industry sectors. This dominance reflects the diversity of the county economy, as well as its scale.

**Employment & Wage Distribution by Industry Division**



Another factor of vital importance to the workforce of Waupaca County is the wage levels paid by employers in the county. In 2001, the average annual wage paid in Waupaca County was \$25,755, which was 16.7% below the state average of \$30,922. This low wage level is also observed across the majority of industry sectors in the county, with the exception of agriculture, forestry, and fishing wages, which are nearly three percent above average. While these relatively low wage levels cause competition between Waupaca County and surrounding counties with higher wage levels for employees, these wages are offset, to a great degree by a relatively low cost of living.

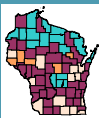
**Annual Average Wage By Industry Division**

	Waupaca Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 25,755	\$ 30,922	83.3%	2.3%	16.1%
Agriculture, Forestry, & Fishing	\$ 23,153	\$ 22,565	102.6%	-4.5%	3.5%
Construction	\$ 28,937	\$ 39,011	74.2%	8.4%	32.9%
Manufacturing	\$ 34,796	\$ 39,739	87.6%	-0.9%	14.5%
Transportation, Communications, & Utilities	\$ 27,994	\$ 36,639	76.4%	3.0%	15.3%
Wholesale Trade	\$ 32,501	\$ 40,521	80.2%	8.3%	36.9%
Retail Trade	\$ 12,743	\$ 14,596	87.3%	1.9%	19.3%
Finance, Insurance, & Real estate	\$ 25,891	\$ 40,933	63.3%	6.8%	19.0%
Services	\$ 20,329	\$ 28,775	70.6%	15.4%	10.4%
Total Government	\$ 27,330	\$ 33,785	80.9%	3.3%	15.2%

\* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*





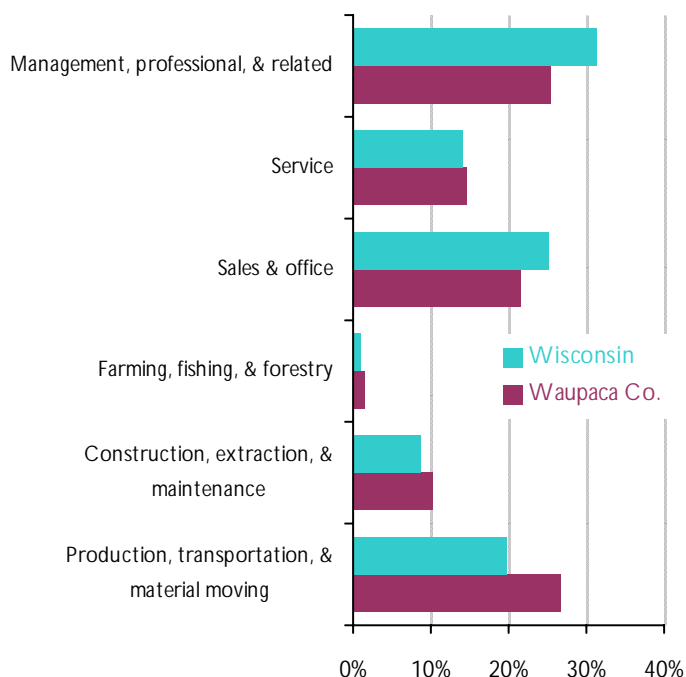
## Occupation and Education Characteristics of County Population

Two additional factors which provide some insight into the composition of the Waupaca County workforce are the occupational distribution of the county and the educational attainment of the labor force. Each of these factors suggest a county which is steeped in a traditional industry focus, but is showing signs of transition.

The occupational distribution shown at right exhibits some interesting patterns. As compared to the state distribution, Waupaca County's working population is much more heavily concentrated in production, transportation, and material moving occupations. This concentration should come as no surprise, particularly considering the importance of manufacturing in the county. Additionally, the higher concentrations of workers in constructions, extraction, and maintenance occupations, as well as service occupations point to the recent increased demand for residential housing, as well as the dominance of the social services industry sector in the county. While the level of management and professional occupations is less than the state-wide concentration, it is important to note that this occupational distribution lists occupations regardless of industry affiliation. Therefore, it is difficult to draw any reasonable conclusions about a number of occupational classifications.

A final indication of the traditional industry emphasis

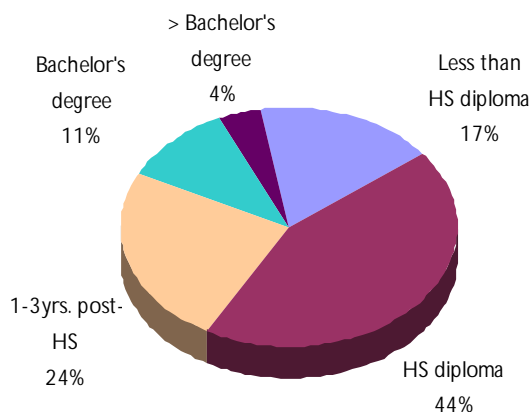
Employment by Occupation Group: 2000



US Department of Commerce, Census 2000

sis of the Waupaca County economy can be seen in the distribution of the county's population aged 25 and over by the highest level of education attained, or completed. This education attainment shows that an overwhelming majority of the population lists a high school diploma as the highest level of education completed. This is common in economies with a strong manufacturing emphasis. Adding to this conclusion is the presence of a large number of the population who have completed between one and three years of education following graduation. While this distribution does not include information detailing the percentage of the population who have earned either an associate's or vocational degree as many of the professional development and training programs often completed do not result in the rewarding of such a degree, the presence of two well-respected and established technical college systems within easy reach of the residents of Waupaca County has aided in educating this high percentage of the population. While the number of persons holding either a bachelor's or advanced degree, growth in these areas is predicted.

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*



## County Income Information

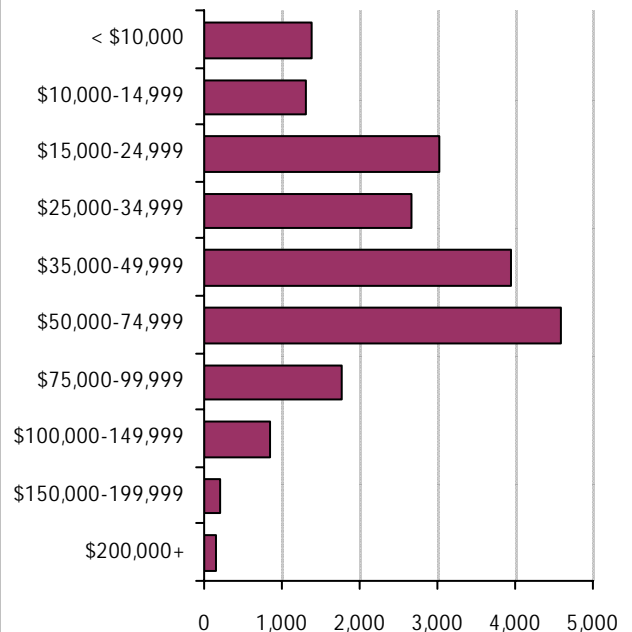
A final measure used to gauge the relative well-being of the Waupaca County economy and its workforce is the income level present in the county. This can be measured through a variety of means. The first, and most common method is through the calculation of median household income.

In 2000, the median household income of Waupaca County's 19,909 households was \$40,910. This is significantly lower than the state level of \$43,791. The relatively low income level in the county can be explained by two unrelated factors. First, the relatively low wage levels paid by employers in the county contribute to low household income levels. Second, the high percentage of the population aged sixty and older may contribute to low median income levels as one's earning capacity is greatly diminished following retirement. However, there are significant indicators for future growth, particularly in the recognition that the average wage has increased by sixteen percent over the past five years.

A second measure of the income level of the county can be found by counting the number of families and individuals in the county that earn incomes below the federal poverty limit. In 1999, 4.7% of families, 6.8% of individuals, and 21.8% of single mother families lived in poverty in Waupaca County. These levels are relatively high, as com-

### Households by Income Range

Median household income in Waupaca Co. \$40,910

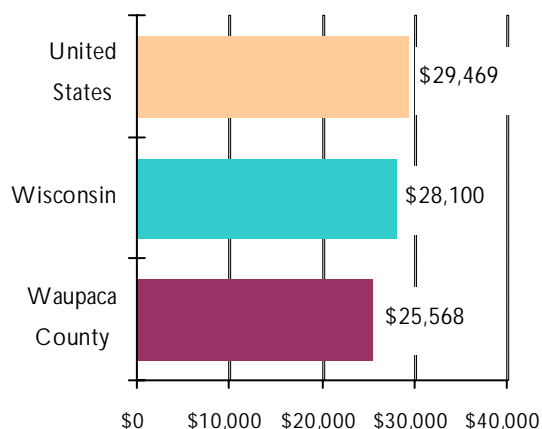


Source: US Dept. of Commerce, Census Bureau, *Census 2000*

pared to the rest of the state.

A final measure of income commonly used is the per capita personal income, or PCPI, which accounts for income sources other than wages. In 2000, the PCPI of Waupaca County was \$25,568, which was lower than either the state or nation.

### Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

### Components of Total Personal Income: 2000

